

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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Williamsville, NY 14221
(716) 634-9232
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March 20, 1998

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Rich:

SALEM .30¢ Tear Tape product has been ordered, as well as **22** SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$42.00 (3 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162605

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL2QAP.DOC

51845 8180

APRIL DELIVERY
SALEM TEAR TAPE
ELMIRA DISTRIBUTING

PO #040698

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>2</u>
12300-24197	Light 100	<u>2</u>

Product / Premium Arrival: April 6, 1998

Ship Date to Retail: Week of: April 13, 1998

EFT \$ Amount: \$1,774.38

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

APRIL DELIVERY

51845 8181

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WHOLESALE 180000 ELMIRA TOSACCO CO., INC. <DIRECT>
TEMP/ATE 800438 80400 SAT 98 .30/1 NO
SALES LEVEL 16XXXXX

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XXXX91 : 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	QTY	LT	QTY	M100	TOTAL	CHAIN-ID	SUPPLIER
162600	162225	430853	RETOSOF SHUR SAVE	2727 GENESEE ST.	RETOSOF	NY	14539	1	1	1	1	1	1	4		
162600	162225	269729	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY	14572	3	3	3	3	3	2	12		
162600	162228	192094	C & S MOBIL MART/E	3301 CHAMBERS RD	HORSEHEADS	NY	14845	4	4	1	1	1	2	2		
162600	162225	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	4	2	2	2	3	2	10		
162600	162225	269783	CEM #33-094/F	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	1	1	1	2	2	2		
162600	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1	1	1	1	1	4	4	0990-0000	
162600	162600	586474	POINT BEVERAGE	804 LAKE ST	ELMIRA	NY	14901	1	1	1	1	1	1	1		
162600	162225	595846	POPPERS	110 VICTORY HWY	PAINTED POS	NY	14870	3	3	3	3	3	3	12		
162600	162228	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	1	1	1	1	1	4	4		
162600	162228	708676	CABSAK'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	4	4	4	4	4	16	16		
162600	162624	715512	STOP 21 II	539 N MAIN ST	CANNANDAIGUA	NY	14424	1	1	1	1	1	4	4		
162600	162228	731970	QUALITY BEVERAGE	1137 MAPLE AVE	ELMIRA	NY	14904	1	1	1	1	1	4	4		
162600	162228	747481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1	1	1	1	3	6	6		
162600	162225	752662	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	1	1	1	1	1	2	2		
162600	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1	1	1	1	2	5	8		
162600	162228	762347	CAESARS	2077 LAKE RD	ELMIRA HEIGHTS	NY	14903	2	2	2	2	2	8	8		
162600	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1	1	1	1	2	5	8		
162600	162228	763557	LINDA'S CIGGO	ROUTE 14	MONTOUR FALL	NY	14865	3	3	3	3	4	5	8		
162600	162228	764246	A-PLUS MINIT	625 PENNSYLVANIA	ELMIRA	NY	14904	1	1	1	1	1	1	7	0362-0102	0462
162600	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLE	NY	14891	1	1	1	2	3	7	7		
162600	162225	818794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	1	1	1	1	1	2	2		

TEMPLATE TOTAL ACCOUNTS

22 TOTAL QUANTITY

24 27 35 34 120

PAGE BREAK TOTAL ACCOUNTS

22 TOTAL QUANTITY

24 27 35 34 120